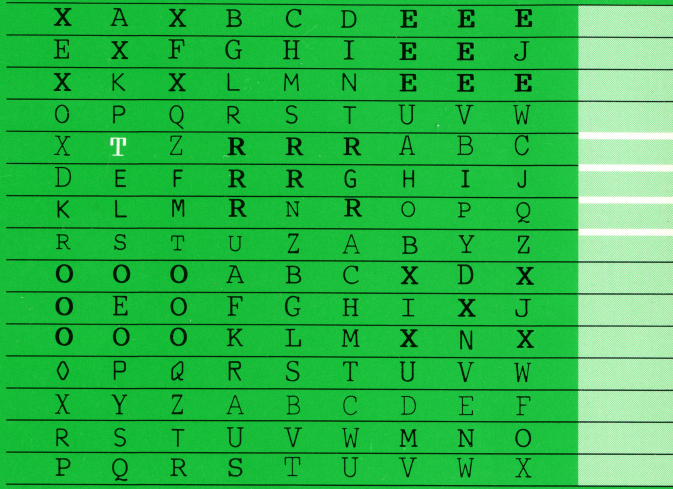
The Fine Art of Typistry


X A X B C D E E E
E X F G H I E E J
X K X L M N E E E
O P Q R S T U V W
X T Z R R R A B C
D E F R R G H I J
K L M R N R O P Q
R S T U Z A B Y Z
O O O A B C X D X
O E O F G H I X J
O O O K L M X N X
◊ P Q R S T U V W
X Y Z A B C D E F
R S T U V W M N O
P Q R S T U V W X

XEROX

SET LEFT MARGIN
SET RIGHT MARGIN
SET TAB
SET DEC. TAB
CLEAR TAB
LINE SP
TABLE
SPECIAL DISK
Letter Perfect
PRINTER
RE-FORM PITCH
CLEAR
DISK MEMORY
JUSTIFY
PRINT
AUTO RETURN
STOP
MOVE
COPY
MARK
SAVE SETTINGS
RIGHT FLUSH
PAGE END
AUTO STOP
CENTER
WORD UNDLN
UNDLN
BOLD
LIST TITLES
SPECIAL ENTRY
MAR REL
BKSP 1/2
ERASE FWD
REVRSE INDEX
STORE
RECALL

With all the *amazing* features of our Xerox Memorywriters and the complete line of supplies we've designed for them, you can now practice the fine art of typistry.

Keep this brochure handy. Use it to familiarize yourself with the many typestyles available, and to order additional supplies. Refer to the back of the brochure for our toll-free, nationwide SupplyNet number.

XEROX

"Typistry" is the art of changing everyday typing into a special medium of communication. It's a way of controlling the visual aspects of typing, so you emphasize key points, or make your meaning clearer, or make a sales message more persuasive. With typistry, you can create a mood, convey a specific image for your organization, or express your own personality. You do this by choosing a typestyle or a different color ribbon that suits your message to a. . .T. Because, a creative typist knows there's a lot more to the visual appearance of typing than meets the. . .I.

So, whether you're typing everyday business correspondence, memos, sales letters, technical data, informal or personal documents, presentations, speeches—whatever you have to type—there's a printwheel, ribbon or correction tape in this booklet to meet your typing needs. . .from A to Z.

Spruce Up Your Ps and Qs

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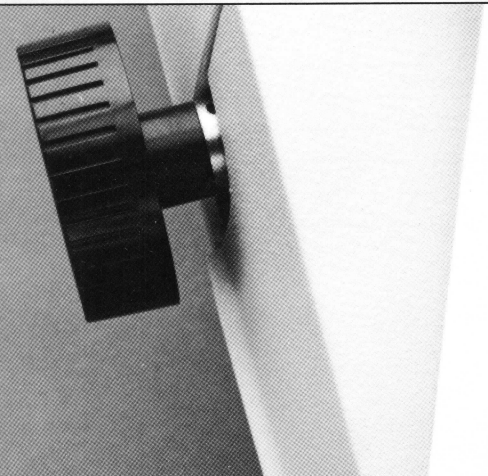
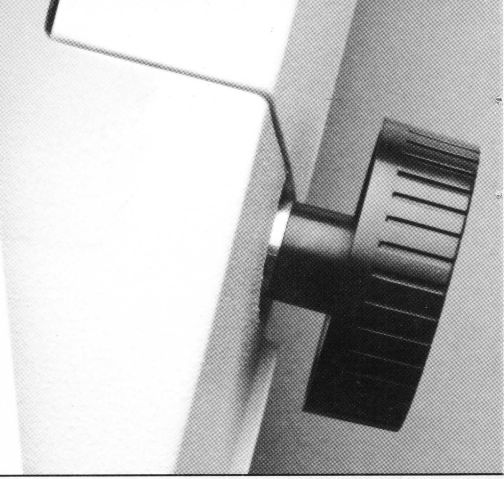




can tell that you
graphics, and I'm sure it's going
working with you. I also want to thank you
me my first show for '83.

he all-products catalog is the type assignment
rs thrives on. The portfolio you looked at
ur versatility in advertising. We always
o keep a variety of assignments in our shop
he adrenaline flowing. This is one reason
ises us. We always strive to find a fresh,
innovative answer to our client's problems.
hat I'm sure we can do for you and Carson/Peeters.

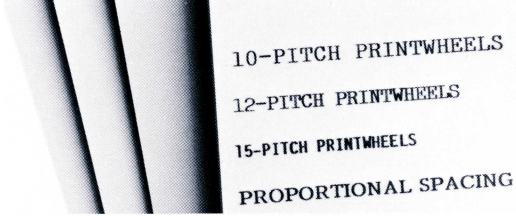
t seem to be too concerned about logistics,
but I would like to assure you that with the
of our shop only a few blocks from your Dallas
Ad Directors having a telecopier for rough layouts
viewing and your availability, I see no problem

I want to thank you for giving me the opportunity to meet
can tell that you're excited about good concept and graph
I'm sure it's going to be a pleasure working with you. I
to thank you for giving me my first show for '83.

Michael, the all-products catalog is the type assignment
thrives on. The portfolio you looked at typifies our vers
in advertising. We always continue to keep a variety of
in our shop to keep the adrenaline flowing. This is one
Melville uses us. We always strive to find a fresh, hopef
answer to our client's problems. This is what I'm sure we
for you and Carson/Peeters.

You didn't seem to be too concerned about logistics, Micha
I would like to assure you that with the location of our s
a few blocks from your Dallas office, Ad Directors having
for rough layouts and copy viewing and your availability,
no problem at all.

I want to put on

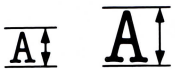


In order to practice "typistry", it's helpful to know some of the terms that describe and categorize a typestyle.

Here's The Pitch

"Pitch" refers to the amount of space a typed character takes on a line. Memory-writer printwheels are available in four different pitches: 10, 12, 15 and proportional spacing. The "daisy" printwheel, invented by Xerox, has quickly become the standard for the entire electronic typewriter industry.

What's The Point?



"Point" size refers to the height of a typed character. The range is between 6 and 14 points, with most typestyles somewhere between 8 and 12 points.

Is It Serif Or Sans Serif?

A "serif" typestyle has tiny lines at the end of the main parts of each character. "Sans serif" typestyles don't have these tiny lines. "Sans serif" typestyles have a modern look, while "serif" typestyles are more traditional.

Different Spokes For Different Strokes

On the following pages you'll find samples of many different typestyles to help you practice "typistry."

In practice, you'll use a cluster of typestyles for most of your typing, and then use others occasionally for specialized applications. The style you choose for a particular project can depend on company or industry standards, technical requirements (legibility, compactness, special symbols or characters, etc.), and, of course, personal preferences.

Remember you can instantly change any daisy printwheel to add a contrasting typestyle to a document. Also, your Xerox Memorywriter can automatically print any typestyle in boldface type! With all this versatility, you can experiment on your own to achieve the perfect effect you want . . . you can use your imagination and creativity to develop your personal brand of "typistry"!

As you refer from time to time to the typestyle samples (and typing trivia) that follow, it may be helpful to consider some guidelines. These are not "rules". They're meant to point out relationships and the usual ways certain typestyles are used.

First of all, Courier 10, Prestige Elite, and Letter Gothic are very popular and find widespread use. Certain typestyles (for example, Courier 10 and 12) have the same design, but are available in different point sizes and pitches. Courier 12 Italic is compatible with Courier 12.

Courier 10 Prestige Elite Letter Gothic

Boldface PS, Pica, Elite, and Bookface Academic are all in the same "family", so they can often be used interchangeably. Letter Gothic is especially suited for any text that will later be copied in a smaller size.

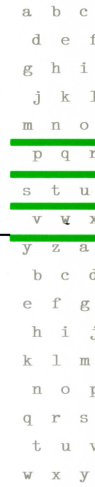
Boldface PS Pica Elite Bookface Academic

In the samples that follow, whenever a typestyle is known by an alternate name, both names are shown (for example, Artisan/Master).

XEROX
9R81033
LARGE ELITE 12
9R81034
ADVOCATE 10
LETTER GOTHIC 15
9R81036

10-Pitch Printwheels

10-pitch printwheels are also called “pica”. They type 10 characters per inch, and are most useful when quick legibility is important. A lot of legal documents are in10-pitch.



The first "portable" typewriter appeared in 1909,
but wasn't really as "portable" as today's versions.

Advocate has a light, open look suitable for correspondence.

Pitch 10
Point 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890–=½];'/±§>²®

Advocate
9R81034

9R81938

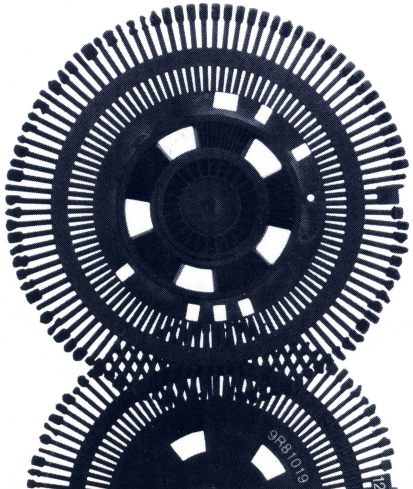
APL

Pitch 10
Point 10

```
⍺⊥∩⌊∈_∇∆⍳∘'⍞|⊤○*?⍴⌈~↓∪⍵⊃↑⊂ ¨¯<≤=≥>≠∨∧−÷→⊣(),.\¬$:}⍬
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890+×←⊢[]/•◇;{%
```

APL contains the specialized character set for APL programming.

A SHORTHAND TYPEWRITER INVENTED IN 1910 *IS THE ANCESTOR OF THE MACHINE USED BY COURT STENOGRAPHERS TODAY.*



9R81022

Bookface Academic

Pitch 10
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Bookface Academic has a large, bold look that works well on overhead transparencies, correspondence, and material that will be reproduced in a smaller size.

Early versions of the typewriter were often as large as a piano, with the keyboard resembling black and white piano keys!

If you're ever looking for a long word that uses only letters from the second row of the keyboard, look no further than "Typewriter".

Courier 10 is a very popular typestyle for general, everyday typing. Also, law offices and courts usually require it.

Pitch 10
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Courier 10

9R81002

9R81018

Delegate/Trojan

Pitch 10
Point 12

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®
```

Delegate/Trojan has a "printed" or "typeset" look to it, suitable for text copy.

In the early days of typing, physical strength was the main criterion for choosing a typist. The reason: moving the heavy keys was actually heavy work.

EARLY PROPONENTS OF THE TYPEWRITER CLAIMED THAT IT WOULD "FREE THE WORLD FROM PEN SLAVERY AND COMPLETE THE ECONOMIC EMANCIPATION OF WOMANKIND".

Manifold has the clean, sans serif lines that make it useful for billing statements, invoices and filling in forms.

Pitch 10
Point 10

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-=½];'/±§>²®
```

MANIFOLD

9R81027

9R81941

Image 10

Pitch 10
Point 10

Image 10 consists of mathematical and other symbols for specialized applications.

The Hoang typewriter, which is used for typing in Chinese, has 5,850 characters on a keyboard 24" x 17". Top speed is 10 wpm.

OCR A (Optical Character Recognition) is a specialized typestyle designed to be read by computers and electronic scanners.

Pitch 10
Point 10

OCR A

9R81043

9R81010

OCR B

Pitch 10
Point 10

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%|&*()_+£[:",.?¥¶<{^
abcdefghijklmnopqrstuvwxyz 1234567890-=■];'/\§>}¤
```

OCR B has a more conventional look than OCR A, but can also be read by electronic scanners.

In the 1890's, Thomas Edison toyed with the idea of an electric typewriter. His prototype didn't work too well as a typewriter, but eventually became the ticker-tape machine.

The first known attempt at inventing a typewriter took place in 1714, but no real evidence of the project exists today -- except for the patent application.

Pica is excellent for general typing, reports, presentations, stencils, and offset/spirit masters.

Pitch 10
Point 12

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?° ¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890‾=½];'/±§>²®
```

Pica

9R81008

9R81012

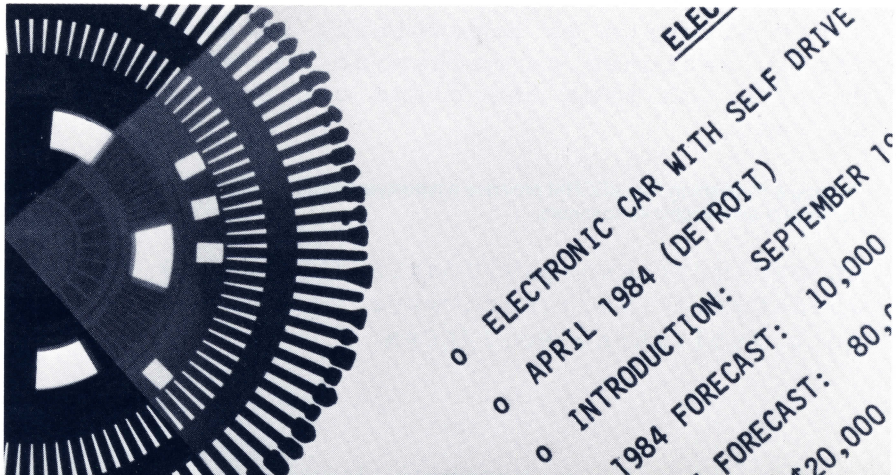
Orator/Narrator

Pitch 10
Point 14

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*() +¼[:",.?°¶<³µ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-=½];'/±§>²®

Orator/Narrator gives instant legibility to speeches, notes, bulletins, scripts, overhead transparencies, and certain library and personnel applications.

THE REASON EDISON'S TYPEWRITER MADE A BETTER TICKER-TAPE MACHINE IS THAT HE USED STATIONARY LETTERS STRIKING A MOVING ROLL OF PAPER.



9R81042

Presentor

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Pitch 10
Point 14

Presentor offers upper and lower case letters that command attention and provide optimum legibility for speeches, scripts, slide presentations, and overhead transparencies.

More people throughout the world are trained to use a typewriter than any other machine requiring special instruction.

Early attempts at typewriting in America were really designed to mechanize the printing of Braille, so that the blind could write as well as read.

Printing & Publishing No. 3/ECRM provides a typestyle similar to Courier 12 that can be read by computers and electronic scanners.

Pitch 10
Point 8

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³▲
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²△

Printing & Publishing No.3/ECRM

9R81028

9R81005

Prestige Pica

Pitch 10
Point 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Prestige Pica is a favorite with accounting and law firms.

An amazing typing stunt took place back in 1923 when a typist turned out 8,840 correctly spelled words in an hour. An average of 150 wpm! On a manual!!

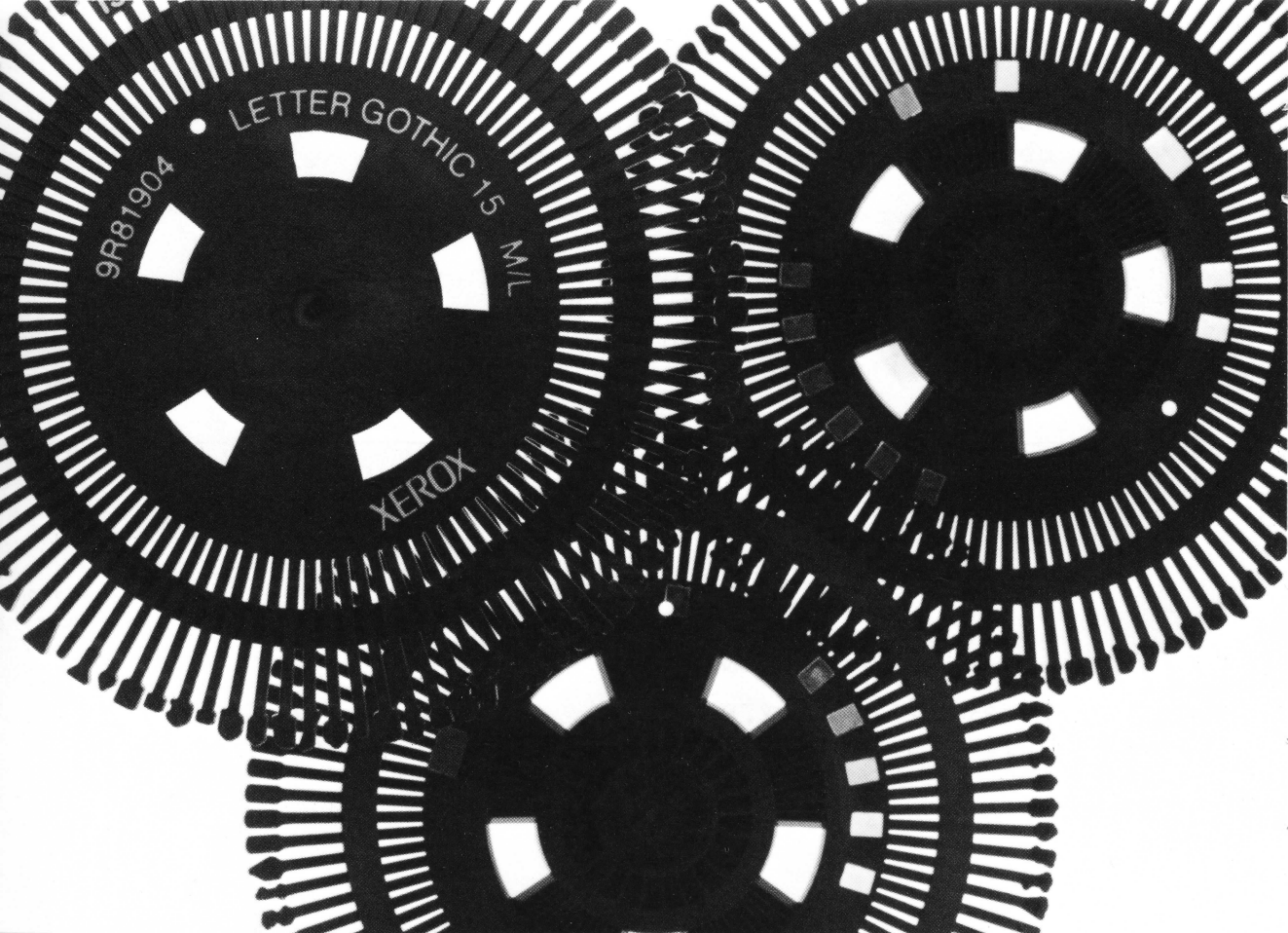
Symbol 10 consists entirely of symbols and Greek letters for use in engineering and scientific applications.

Pitch 10
Point 10

∇∞ΨΦ←{Λ∫↑}∑Ω∂∿↓ℓΓΘΣ→Ξ∝ΔΞΤ≃ ±|{}√ς×∫©™_+∏•^÷`´≧°♂⟨()
αβψφε<ληι>κωμνοργθστξχδΧυζ 1 2 3 4 5 6 7 8 9 0 ‗=π–¨•≦~♀‡†⟨

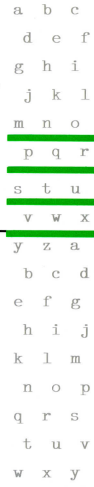
Symbol 10

9R81029


LETTER GOTHIC 15 M/L
9R81904
XEROX

12-Pitch Printwheels

12-pitch printwheels, also called "elite", fit 12 characters to an inch. This has been the most commonly used pitch in typing.



In 1867, the first practical typewriter was built by Christopher Sholes in his shop in Milwaukee.

Adjutant is a compact, formal typestyle mainly used for text typing.

Pitch 12
Point 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Adjutant
9R81024

9R81019

Artisan/Master

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:'',.?°¶<³µ

Pitch 12
Point 10

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Artisan/Master is a sans serif typestyle suitable for general correspondence and for typing that will be reproduced by offset printing.

Not surprisingly, Mr. Sholes' daughter, Lillian,
became the first "touch typist" in history.

Christopher Sholes originally worked on a machine
that would consecutively number the pages in
a book; somewhere along the way, the idea dawned
on him that if his machine could print numbers,
why not letters?

Courier 12 can be used for general typing, for filling in forms, and for medical and sales applications. It is a more compact version of Courier 10.

Pitch 12
Point 8

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Courier 12

9R81001

9R81032

Auto Elite

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ

Pitch 12
Point 12

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Auto Elite finds use in general correspondence, statistical typing, and typing that will be reproduced by offset printing.

A device called a "typographer" was patented in 1829, but it was such a crude machine that "typing" on it was much slower than writing by hand.

The first author to submit a typed manuscript was none other than Mark Twain, but it's unclear whether that manuscript was for "The Adventures of Tom Sawyer" or "Life on the Mississippi".

Courier 12 Italic is frequently used for medical records, for advertising and public relations materials, and wherever a large amount of text must be fit on a page.

Pitch 12
Point 8

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&()_+¼[:",.?°¶<³µ*

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Courier Italic

9R81011

9R81025

Dual Gothic

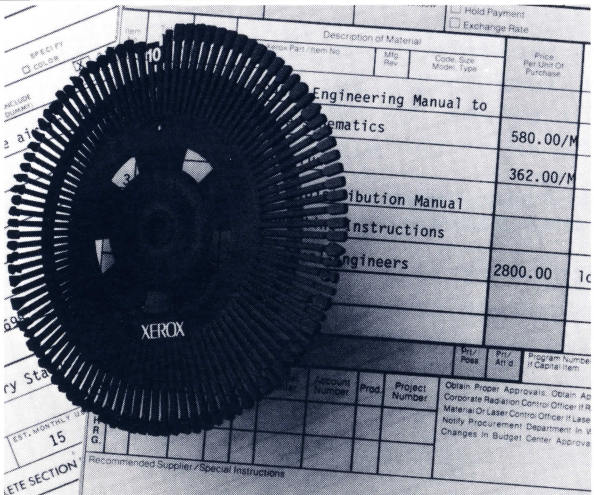
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*() +¼[:",.?°¶<³µ

abcdefghijklmnopqrstuvwxyz 1234567890‾=½];'/±§>²®

Pitch 12
Point 10

Dual Gothic's crisp, clean lines make it appropriate for credit reports and all kinds of financial typing.

It wasn't until 1868 that Sholes introduced a typewriter capable of printing faster than writing by hand.



9R81007

Elite

Pitch 12
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Elite's clarity makes it very useful on stencils and offset masters, and for high-density text and statistical reports.

Few people love typing as much as the Midwest woman who, in her spare time during the course of six years, spelled out the numbers from one to one million, using up a total of 2,473 pages. And did it on a manual!

Image 12 offers a more compact version of Image 10.

Pitch 12
Point 8

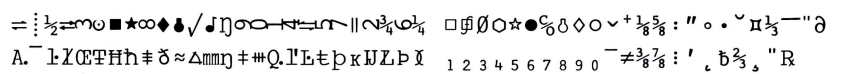


Image 12

9R81940

9R81033

Large Elite

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Pitch 12
Point 10

Large Elite has large, easily legible numerals; it's frequently used for correspondence, statistical typing, tightly-packed text, and for typing that will be reproduced by offset printing.

The key feature of Sholes' typewriter was the arranging of keys so that letters could be typed in rapid succession. Earlier models forced the typist to wait until one letter returned to the carriage before another letter could be typed.

Guns and typewriters -- any connection? The first contract to manufacture typewriters was signed in 1873 by Christopher Sholes and E. Remington and Sons, the famous gunsmith.

Light Italic can be combined with Pica or Elite to emphasize special points in a document.

Pitch 12
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&()_+¼[:",.?°¶<³µ*
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Light Italic

9R81016

9R81013

Letter Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Pitch 12
Point 12

Letter Gothic finds wide use in general typing, accounting, medical and personnel applications, and for filling in forms.

The record for fastest typing speed was set in 1946 by a secretary who reached 216 wpm.

Business people resisted buying typewriters at first, because they couldn't justify a cost that was "a thousand times as much as a pen".

Olde English/Olde World can be used creatively on documents such as award certificates, invitations, and others.

Pitch 12
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Olde English/Olde World

9R81009

a b c
d e f
g h i
j k l
m n o
p q r
s t u
v w x
y z a
b c d
e f g
h i j
k l m
n o p
q r s
t u v
w x y

9R81004

Prestige Elite/Vintage

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Pitch 12
Point 10

Prestige Elite/Vintage gives a polished look to business correspondence, sales materials and legal documents.

In the play "Candida" in 1898, George Bernard Shaw became the first playwright to use a typewriter as a stage prop.

Early manual typewriters were equally "foot" typewriters, because the operator provided the necessary mechanical power by means of a foot pedal similar to those used on pre-electric sewing machines.

Script re-creates the look of handwriting for added emphasis on personal notes and informal correspondence, and to bring a creative touch to advertising, public relations and library applications.

Pitch 12
Point 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&()_+¼[:",.?°¶<³µ*
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Script

9R81015

9R81031

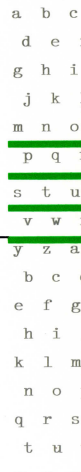
Scribe

Pitch 12
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢£*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Scribe has a contemporary look ideally suited for reports and correspondence.

For songwriters and composers, there's a typewriter that prints all the necessary musical notes and symbols.



Symbol 12 offers a more compact version of Symbol 10, specifically for technical applications.

Pitch 12
Point 10

∇∞ΨΦ←{Λ∫↑}∑Ω∂∿↓ℓΓΘΣ→Ξ∝ΔΞΤ≃ ±|{}√ς×∫©™ +∏•^÷`´≧°♂/()
αβψφε<ληι>κωμνοργθστξχδχυζ 1234567890¯=π−¨•≦˜♀♯†\

Symbol 12

9R81014

15-Pitch Printwheels

15-pitch printwheels, also called "micro-elite", are used to fit a lot of information into a small area. Common applications are index cards, flow chart templates, footnotes, and filling in forms.

```
It wasn't until 1878 that a typewriter with a
double keyboard with a shift key was introduced.
Before then,capitals and small letters were on
separate keyboards.
```

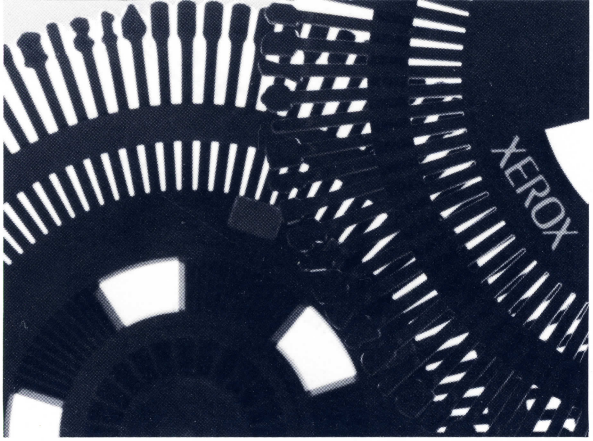
Letter Gothic 15 is excellent for invoices, billing statements, forms work, and footnotes.

Pitch 15
Point 8

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®
```

Letter Gothic 15

9R81040



Oddly enough, the separate keyboard system competed with the new-fangled double keyboard until a showdown in 1888, when a Mr. McGurrin easily won a speed typing contest against a Mr. Traub, a leading separate-keyboard enthusiast.

Square³ 15 offers a compact, legible typestyle that's handy whenever space is at a premium, as in forms fill-in.

Pitch 15
Point 6

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*[]_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Square³ 15
9R81037

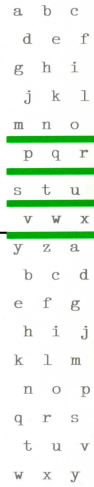
a b c
d e f
g h i
j k l
m n o
p q r
s t u
v w x
y z a
b c d
e f g
h i j
k l m
n o p
q r s
t u v
w x y

ELECTRIC CAR

- o ELECTRONIC CAR WITH SELF DRIVE
- o APRIL 1984 (DETROIT)
- o INTRODUCTION: SEPTEMBER 1984
- o 1984 FORECAST: 10,000
- o 1985 FORECAST: 80,000
- o PRICE: $20,000
- o APPLICATIONS PROGRAMS "CURRENTI
  - BASIC FEATURES
  - COMPETITIVE FEATURES
  - AIR FOIL
  - ESTED BUT NOT PL
  - C SKY LI

Proportional Spacing Printwheels

Proportional spacing, or PS, means that each character takes up only as much "elbow room" as it needs. So, a capital "M" takes up more of the line than an "I". PS, also called "executive" type, averages about 13 characters per inch, and gives a very polished, distinctive look to typing. In the past, if you wanted to use PS, you had to know the different character widths for the entire alphabet. But with the Memorywriter, the varying spacing is automatic.



An Australian typist holds the world's record for endurance typing on an electric typewriter: 214 hours of non-stop typing!

Arcadia adds the distinctive look of proportional spacing to text and correspondence.

Pitch PS
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?° ¶ <³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Arcadia
9R81021

9R81003

Bold/Boldface

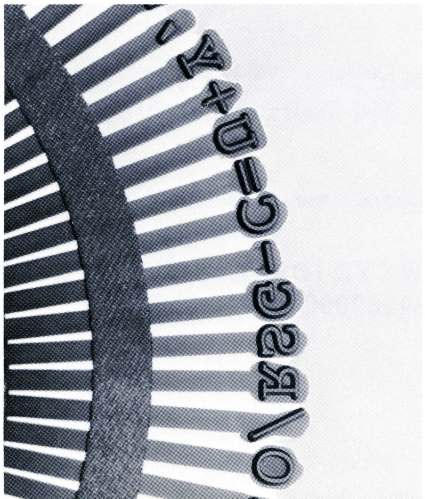
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*() +¼[:",.?° ¶ <³µ

Pitch PS
Point 10

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Boldface creates strong visual impact whenever special emphasis is needed.

A "noiseless" typewriter was patented in the 1920's.
It used heavier type bars that moved slowly, but had
enough impact to make the impression. Unfortunately,
it didn't have enough impact for carbon copies.



9R81017

Bold Italic/Boldface Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&()_+¼[:",.?° ¶<³µ*

Pitch PS
Point 10

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Boldface Italic provides visually pleasing flow to typed characters. It's useful in public relations applications, and also gives a distinct look to personal correspondence.

There were no typists in the early days of the typewriter - that's because both operator and machine were referred to as a "typewriter".

The first practical typewriter was offered for sale in 1874, but there were few buyers. As late as 1881, only 1,200 a year were being sold.

Essay Italic offers a distinctive look that gives emphasis to special messages and correspondence.

Pitch PS
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&()_+¼[:",.?° ¶<³µ*

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Essay Italic

9R81038

a b c
d e f
g h i
j k l
m n o
p q r
s t u
v w x
y z a
b c d
e f g
h i j
k l m
n o p
q r s
t u v
w x y

9R81023

Gothic/Victory

Pitch PS
Point 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Gothic/Victory is perfect for engineering and scientific work, as well as sales memos and forms fill-in.

In an average day's work, a fast typist's fingers travel from 12 to 20 miles!

Another interesting typing fact (one that's not trivial!): the Memorywriter printwheels snap in and out in a few seconds, so you can have different typestyles on the same page -- versatility unthinkable years ago.

Roman/Madeleine is *often* used for proposals and reports that will be reproduced. It lends a smooth and distinctive flow to the typed characters.

Pitch PS
Point 11

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?°¶<³µ
abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Roman/Madeleine

9R81000

9R81006

Modern/Trend

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?° ¶ <³µ

Pitch PS
Point 10

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Modern/Trend has a light, streamlined look especially suited for executive correspondence.

The most frequently used letters in the English language are E, T, A, O, N, R, I, and S.

Memorywriters with the PRINTER ON/OFF feature are very useful for taking dictation or getting information over the phone. You record the content accurately, without being distracted by typewriter noise.

Square³ PS always commands attention. It's excellent for tabular data, forms and accounting work.

Pitch PS
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?° ¶ <³µ

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Square ³ PS

9R81041

9R81026

Thesis

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?° ¶ <³µ

Pitch PS
Point 10

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Thesis offers an excellent PS typestyle for text.

Years ago, most typewriter ribbons were made of a specially designed fabric impregnated with ink. Today's Memorywriter, however, doesn't use fabric, because better results are achieved with film ribbons.

You can see how far typing has come in terms of style and elegance when you consider Xerox Correctable Ribbons are also available in colors: blue, brown, green and red!

Title has a bold, sans serif look for important reports and newsletters.

Pitch PS
Point 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%¢&*()_+¼[:",.?° ¶ <³µ

abcdefghijklmnopqrstuvwxyz 1234567890-=½];'/±§>²®

Title

9R81020

ゴムのタイヤは、
ゴムのタイヤは、

Specialized Printwheels

You can choose stock-item printwheels with *different character sets* for specialized kinds of typing, such as accounting, engineering, communications, and others. The multilingual printwheel accommodates French, German, Spanish and English. Memorywriter even lets you type accent marks without having to backspace to add the character.

Each printwheel shares an upper and lower case alphabet and the numerals 0-9, but the symbols and punctuation are unique to each character set.

These are the specialized printwheels you can choose, as well as the typestyles they're available in:

ABCDEFGHIJKLMNOPQRSTUVWXYZ @¢"#$%&'()*+,-./:¼;[=£?
abcdefghijklmnopqrstuvwxyz 1234567890•◗<√!_>¶®§µ]½

Accounting

Courier 10 (9R81902), Letter Gothic 15 (9R81910), and Prestige Elite 12 (9R81922).

ABCDEFGHIJKLMNOPQRSTUVWXYZ !•°$%√&*()_+ΩßΔ:",.?±Δ¹³[
abcdefghijklmnopqrstuvwxyz 1234567890-=µ∝;'/⁻ø°²]

Engineering/Metric

Courier 10 (9R81852), Letter Gothic 12 (9R81863), and Modern PS (9R81856).

ABCDEFGHIJKLMNOPQRSTUVWXYZ ±£"Ñ$%&'()*+,-./:#;[=¨?
abcdefghijklmnopqrstuvwxyz 1234567890´°ñ¡!_`¿^@ç]¨

Multilingual

Bold PS (9R81906), Courier 10 (9R81900), Courier 12 (9R81913), Elite 12 (9R81907), Letter Gothic 12 (9R81901), Letter Gothic 15 (9R81904), Orator 10 (9R81920), Pica 10 (9R81908), Prestige Elite 12 (9R81905), and Prestige Pica 10 (9R81919).

ABCDEFGHIJKLMNOPQRSTUVWXYZ @£"Ñ$%&'()*+,-./:#;[=¨?
abcdefghijklmnopqrstuvwxyz 1234567890²³ñº!_¡¿ºª•´]

Latin American

Bold PS (9R81953), Courier 10 (9R81952), Courier 12 (9R81951), Delegate 10 (9R81968), Elite 12 (9R81957), Letter Gothic 12 (9R81963), Letter Gothic 15 (9R81990), Light Italic 12 (9R81966), Modern PS (9R81956), Orator 10 (9R81962), Prestige Elite 12 (9R81954), Script 12 (9R81965), and Title PS (9R81970).

ABCDEFGHIJKLMNOPQRSTUVWXYZ @£"#$%&'()*+,-./:}
abcdefghijklmnopqrstuvwxyz ;[=|?\`<¬!_>{^¢¤]~
1234567890

ASCII

Courier 10 (9R81903), Courier 12 (9R81918), Elite 12 (9R81917), Letter Gothic 12 (9R81915), Orator 10 (9R81911), Prestige Elite 12 (9R81916), and Prestige Pica 10 (9R81912).

ABCDEFGHIJKLMNOPQRSTUVWXYZ @‗"#$%&'()*+,-./:©;[=|?
abcdefghijklmnopqrstuvwxyz 1234567890\™<°!_>¶®§•]†

Publications

Courier 10 (9R81052), Orator 10 (9R81062), and Prestige Elite 12 (9R81054).

Key Caps And Keyboard Diagrams

For each specialized printwheel, a corresponding Key Cap kit will be available, so that you can match your keyboard with your printwheel. If you'll be using one *specialized* printwheel more or less exclusively, Key Caps are the answer. On the other hand, if you'll be changing back and forth between *different character* printwheels, you can refer to the appropriate keyboard diagram card packaged with each specialized printwheel. Talk to your Xerox Marketing Representative for complete details.

XEROX
Repetitive Letters
System Disks

Customized Printwheels

In addition to our in-stock specialized printwheels, you can also *customize* a printwheel (or printwheels) to meet unique needs for mathematical, scientific, statistical, technical, accounting, linguistic, or monetary symbols. With your own customized characters, there's no need to frequently change printwheels or "write in" symbols.

Printwheels can be customized in four ways:

1. Choose from our stock collection of over 150 symbols and characters. Any of our existing printwheels—except for 15-pitch—can be customized.

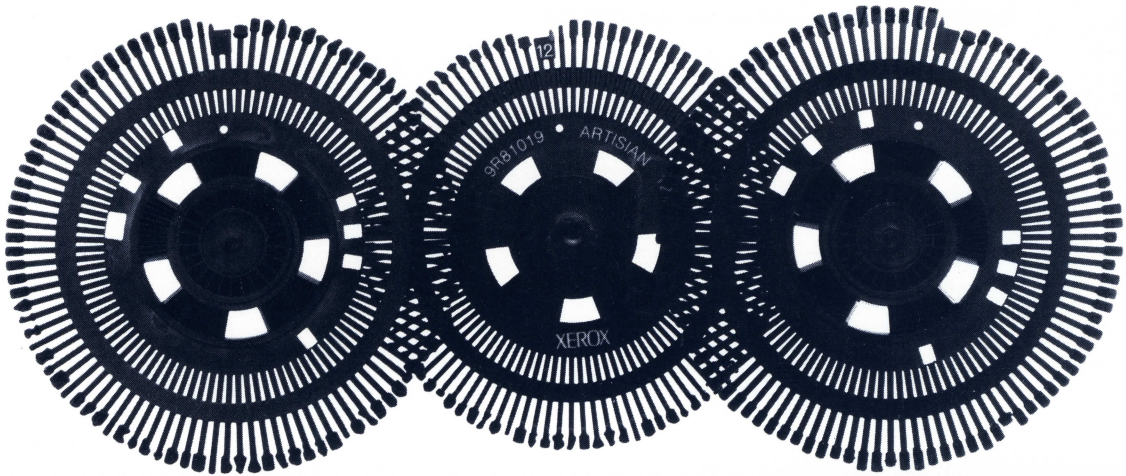
2. You can design totally new, unique characters—provided they're adaptable to a specific printwheel.

3. The pitch (spacing between letters) can be customized. More spacing is easily done, but less spacing is usually not feasible with the larger typestyles.

4. If you need a typestyle not currently available, a complete printwheel of that typestyle can be created. Obviously, there is a substantial charge for this particular service.

As with specialized printwheels, Key Cap kits and keyboard diagrams are available to match a keyboard with a customized printwheel.

Ask your Xerox Marketing Representative for more information and our brochure detailing the Customized Printwheel Program, or call us directly at (214) 689-6248.



Note On Typesetting/Composing:

Memorywriters are recognized as advanced electronic typewriters—but, they are *not* typesetting/composing machines. The horizontal and vertical spacing and the margin justification functions are not intended to accommodate the *variety of weights and point sizes* that are commonplace in typesetting. So, even the Customized Printwheel Program cannot be used to turn a Memorywriter into a typesetter. However, many Memorywriter users tell us they mix different pitches, proportional spacing typestyles and the "Bold" feature to create a "typeset" look for their newsletters and similar applications.

How To Bring Out The Best In Each Typestyle

An important part of "typistry" is knowing what typestyles to use with what ribbons and paper stocks in order to get consistently excellent results.

In general, all the Memorywriter typestyles perform well on all the commonly-used bonds, ledger stocks and reprographic papers. Fine line and sans serif typestyles (such as Elite, Pica and Letter Gothic) provide maximum legibility on multiple copies, textured bonds and offset masters. Use the *"Bold"* feature and the heavier impression control on your Memorywriter with Elite and Letter Gothic to achieve best results on labels and coated envelopes.

Xerox Single-Strike Correctable Ribbon works well with Xerox Lift-Off Correction Tape to remove typed characters. Use a smooth surface paper stock for best print quality, because certain erasable or coated papers cause some character break-up when used with single-strike correctable ribbons.

Orator and other typestyles larger than Courier provide best results when used with Xerox Multi-Strike Ribbon. For stencils, remove the ribbon and correction tape and use the heavier impression control.

Xerox offers a choice of high-quality film ribbons that let you make the best impression possible. Our standard black ribbons are available in three forms:

Single-Strike Correctable

Single-Strike Correctable is a top-quality, extremely popular Xerox ribbon. Each keystroke uses a fresh portion of ribbon, so the typed image is always sharp and precisely defined. Because of its special ink formula, anything typed with a "Correctable" ribbon can be removed instantly without a trace with Xerox Lift-Off Correction Tape.

Single-Strike Non-Correctable

Single-Strike Non-Correctable produces the same high-quality image as Correctable, but the ink cannot be "lifted off" the paper. This permanent ribbon is often required by governmental, legal, banking and accounting offices. It's especially useful when preparing "camera-ready" work and paper masters for offset printing. Make changes and corrections with Xerox Cover-Up Correction Tape.

Multi-Strike

Multi-Strike advances only slightly for each keystroke, so you get much more typing from each ribbon than with a Single-Strike ribbon. Multi-Strike actually deposits more ink on the paper than Single-Strike, and this results in a somewhat darker and wider image. This is helpful on work that will be enlarged or transferred to transparencies. And, it results in an excellent quality image on textured, high-rag-content, and other special application papers. Changes and corrections are made with Xerox Cover-Up Correction Tape.

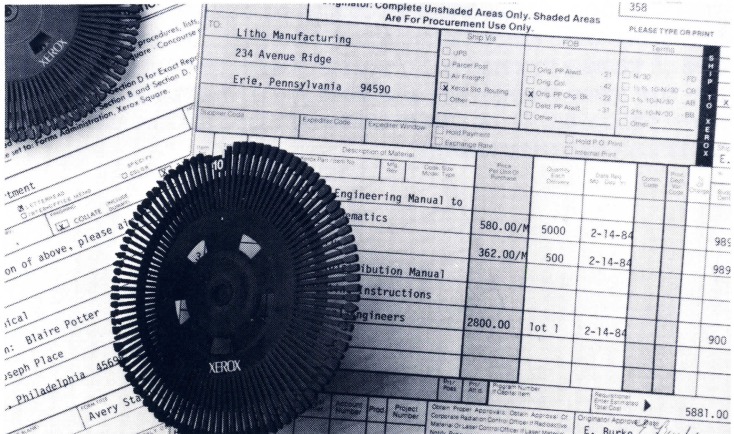
One Second To Lift-Off

It really takes only a fraction of a second to lift off a typed character with Xerox Correction Tapes. When used with a Correctable Ribbon, Lift-Off Correction Tape will remove typed characters thoroughly. So you can always turn out perfect-looking typing, no matter how many changes or corrections you've made. Remember: Xerox Correctable Ribbon and Xerox Lift-Off Correction Tape are formulated to give optimum performance when used together.

Quantity Discounts

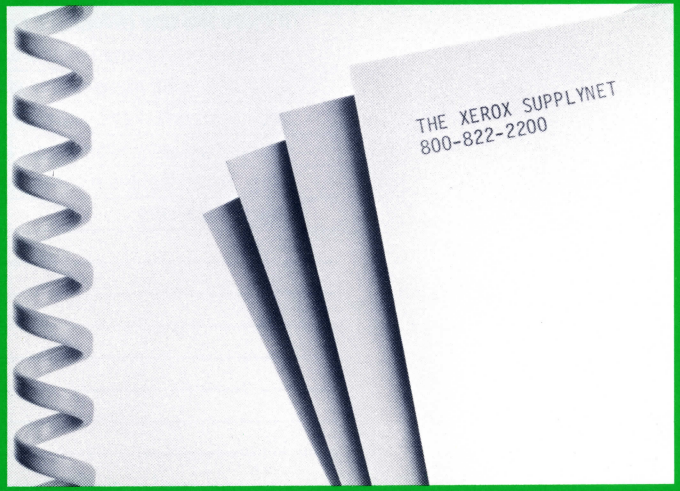
Orders for different printwheels can be combined to gain substantial savings. Our daisy printwheels snap in and out in an instant, and since they're so inexpensive, you can have as many as you want. Orders for ribbons and correction tapes can also earn quantity discounts. These special prices are based on single shipments delivered to one location.

Top-quality ribbons, tapes and typing elements for non-Xerox typewriters are also available, and can be combined with corresponding Memorywriter supplies to gain quantity discounts. Contact your Xerox Marketing Representative for details, and ask for a copy of our Information Processing Supplies catalog.



If there are any defects or breakage, or you're dissatisfied for any reason with a shipment of supplies, we'll replace the shipment or credit your account. We'll even accept returns for credit if an error was made in ordering or shipping, provided the returns are made within 90 days of delivery.

The Xerox Guarantee

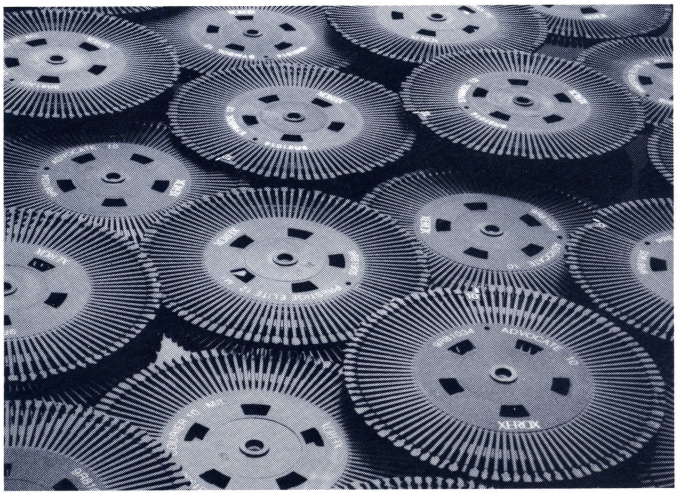

THE XEROX SUPPLYNET
800-822-2200

Call toll-free anytime from anywhere in the continental United States.

To place an order, just give your Xerox Customer Number, the items needed, the quantities of each and their reorder numbers. Your Xerox Customer Number can be found on your Xerox invoice, a supplies packing slip, or on your copier meter card.

Call the Xerox SupplyNet Representative whenever you want more information on our complete line of supplies. Ask about our cost-saving Mix-and-Match Discounts, Contract Pricing and Quantity Discounts. Be sure you have our *most current* Price Lists on hand, because we're always adding and updating products to meet your varied needs for office supplies.

Order All Your Supplies By Phone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